



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

May 6, 2020

Tony Herber Consultant
The Clorox Company c/o
PS&RC; P.O. Box 493
Pleasanton, CA 94566

Subject: Label Amendment: Emerging Viral Pathogens Claim
Product Name: SHOW
EPA Registration Number: 5813-93
Application Date: March 23, 2020
Decision Number: 560985

Dear Mr. Herber:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for “U.S. Based Outbreaks” (www.cdc.gov/outbreaks),
 - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification (www.cdc.gov/outbreaks) (also released through the CDC’s Health Alert Network (HAN) notification process)
 - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
 - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).
 - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup are large non-enveloped and enveloped.
 - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against Rhinovirus Type 37 is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, you may contact the disinfectants list at disinfectantslist@epa.gov.

Sincerely,



Steven Snyderman, Acting Product Manager 33
Regulatory Management Branch 1
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: stamped label

Label identification

Show, EPA Reg. No. 5813-93

R0713213

10:15 5/5/20

Formatting notes (applicable for all claims)

Now[!] -and/or- **New[ly][!]** -and/or- **Improved[!]** may be added anywhere to a claim and will only be used for the first 6 months of product on shelf.

Optional text may be placed anywhere on the label -and/or- container.

Bold, italicized text is information for the reader and is not part of the label.

Bracketed information is optional text.

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.

All directions may be written in numbered form or in paragraph form.

All use sites and/or use surfaces on the label may be listed in conjunction with an image of the use site and/or use surface.

Highlighted text is new. Strike-through text means removed.

Show

KEEP OUT OF REACH OF CHILDREN

CAUTION: EYE IRRITANT.

See back -or- side panel for first aid statements.

Active Ingredient:

Glycolic Acid 11.185%

Other Ingredients: 88.815%

Total: 100.000%

[Net Contents] _____

Each package type and size will bear the actual net contents in pounds and ounces

Contains no phosphorus

A C C E P T E D

05/06/2020

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under

EPA Reg. No. **5813-93**

All items in this box will be listed on the outer carton as well as the inner pouch label.

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating and drinking, chewing gum, -and/or- chewing tobacco.

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

PHYSICAL AND CHEMICAL HAZARDS: Do not mix with bleach-containing products or with other bathroom or household cleaners. To do so may release hazardous gases.

All items in this box will be listed on the outer carton as well as the inner pouch label.

Questions or comments? Please visit us at www.toiletwand.com -or- www.clorox.com or call us toll-free at 1-866-255-4105 -or- 800-228-1860.

[[Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox]]

Mfd. for & © YYYY The Clorox Company, 1221 Broadway, Oakland, CA 94612.

Clorox [and ToiletWand] is/are a registered trademark of The Clorox Company.

[NOT FOR INDIVIDUAL SALE.]

Patents: www.thecloroxcompany.com/patents

Made in [the] U.S.A. [of global components -and/or- ingredients.] [Assembled in Mexico.]

EPA Reg. No. 5813-93, EPA Est. No. 5813-CA-6 (TPP), GA-2 (VG); 62401-NJ-1 (JW); 71106-GA-2 (E8); 71681-IL-1 (03), IL-2 (24); 74417-MEX-1 (KU); 87201-NC-1 (TW)

Beginning of batch code indicates Est. No.

For more [product -and/or- ingredient] information, visit www.IngredientsInside.com -or- www.smartlabel.org.

For a Spanish translation of product directions -or- instructions -or- information, visit www.clorox.com.

Notes about product packages

This product will be available in many executions including a "Starter Kit." In instances where the cleaning pads are enclosed in another package, the following label elements will be included on the exterior package:

Front Panel:

- The product's name
- Keep out of Reach of Children
- Signal Word
- Referral to first aid instructions -or- statement
- Net content statement
- The ingredient statement

Back -and/or- side -and/or- top -and/or- bottom panel

- First Aid Statement
- Directions for use or referral to read product label for use directions
- Directions for assembly of tool
- EPA registration number
- EPA Est. number for the final packer
- The company name and address: Mfd. for -or- Mfd. by -or- Dist. by Clorox

Packaging Notes

TO ASSEMBLE CADDY:

Quick & Easy One-Time Assembly

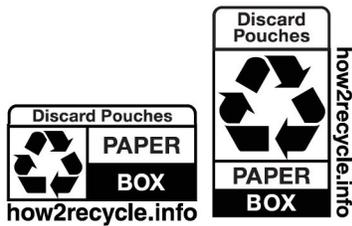
- Snap base onto caddy body
- [Load] -or- [place] pouch of cleaning heads -or- [Open pouch and [load] -or- [place] cleaning heads] into caddy
- Snap lid onto top of caddy
- Store this product handle in caddy

Note about [storage] hang tab -or- caddy -or- hanger -or- hook -or- [wand] holder

- [The] [molded] [storage] hang tab -or- caddy -or- hanger -or- hook -or- [wand] holder [hang[s] from -or- over [the] toilet tank [edge] [under [the] lid] -or- adheres -or- sticks to the side of the toilet tank [with an adhesive]]
- The [molded] [storage] hang tab -or- caddy -or- hanger -or- hook -or- [wand] holder is used for -or- provides easy storage of [this product[’s] -or- the] handle -or- wand

[Slide -or- replace [this product[’s] -or- the] handle onto -or- into the [storage] hang tab -or- caddy -or- hanger -or- hook -or- [wand] holder for easy storage.]

Optional Packaging Graphics



DIRECTIONS FOR USE

It is violation of Federal law to use this product in a manner inconsistent with its labeling.

TO DISINFECT¹⁷ -or- TO KILL GERMS[†] [and DEODORIZE]

1. [**For toilet bowl only.**] Empty bowl before cleaning. -or- Flush before cleaning.
2. Open box -or- pouch -or- caddy of disposable cleaning heads and push handle straight down onto cleaning head unit until it clicks into place.
3. Dip cleaning head in [remaining] toilet bowl -or- sink water for 1-2 sec[onds]. Scrub entire toilet bowl above the water line -or- **for non-toilet uses** Scrub entire hard, nonporous surface.
4. Let sit -or- stand [for] 10 min[utes].
5. Flush to rinse toilet -or- **for non-toilet uses** Rinse hard, nonporous surface.
6. When finished, [to] release excess water[,] [by] pressing -or- press cleaning head against [the] toilet bowl -or- **for non-toilet uses** sink and slide blue button forward to release head into trash bin.

Do not flush cleaning head. [Slide -or- replace this product['s] handle onto -or- into the hang tab -or- caddy for easy storage.]

TO SANITIZE^[11]

1. [**For toilet bowl only.**] Open box -or- pouch -or- caddy of disposable cleaning heads and push handle straight down onto cleaning head unit until it clicks into place.
2. Empty bowl before cleaning. -or- Flush before cleaning.
3. Dip cleaning head in [remaining] toilet bowl water for 1-2 sec[onds]. Scrub entire bowl above water line.
4. Let sit -or- stand [for] 5 min[utes].
5. Flush to rinse toilet.
6. When finished, [to] release excess water [by] pressing -or- press cleaning head against [the] toilet bowl and slide blue button forward to release head into trash bin.

Do not flush cleaning head. [Slide -or- replace this product['s] handle onto -or- into the hang tab -or- caddy for easy storage.]

TO CLEAN

1. [**For toilet bowl only.**] Open box -or- pouch -or- caddy of disposable cleaning heads and push handle straight down onto cleaning head unit until it clicks into place.
2. Empty [flush] bowl[,] before cleaning.
3. Dip cleaning head in toilet bowl water for 1-2 sec[onds]. Scrub entire toilet bowl [above water line].
4. When finished, [to] release excess water[,] [by] pressing -or- press cleaning head against [the] toilet bowl and slide blue button forward to release head into trash bin.
5. Flush to rinse toilet.

Do not flush cleaning head. [Slide -or- replace this product['s] handle onto -or- into the hang tab -or- caddy for easy storage.]

STORAGE AND DISPOSAL:

STORAGE: Store product in a cool, dry place and out of the reach of children.

DISPOSAL: Dispose of used cleaning pads in a trash bin inaccessible to children and pets. [DO NOT FLUSH.] [Offer empty container -or- carton for recycling. If recycling is not available, discard in trash.]

Antimicrobial Claims

- A toilet bowl product for cleaning and disinfecting
- An effective cleaner and general disinfectant
- An effective disinfectant for use in the toilet
- Antibacterial action -or- cleaner
- Antibacterial [formula]
- Antibacterial -or- Germicidal† Cleaning Power [on hard, nonporous surfaces] [for toilet bowls]
- Bacteria-fighting formula
- Bacteria -or- Germ† -or- Virus‡ fighting [formula]
- Bacteria[1]† -and/or- viruses‡ -and/or- germs† can cause illness. This product kills bacteria[1] -and/or- viruses‡ -and/or- germs†.
- Bacteria[1] -and/or- virus‡ -and/or- germs† fighting formula
- Bactericide -or- Bactericidal
- Brush -or- scrub -or- wipe away 99.9% of viruses^{7, 8} that cause cold and flu [this season] on hard, nonporous surfaces [in 10 min[utes]]
- Can reduce the spread of illness-causing bacteria[1] -and/or- germs† [on -and/or- in [your] toilet bowls]
- Cleans and disinfects
- Cleans and disinfects for a pure clean [toilet bowl]
- [Clean[s] -and/or- disinfect[s] -[and/]or- defend[s] [the -and/or- your] toilet [against] [from] 99.9% of bacteria -[and/]or- viruses‡
- Cleans [and sanitizes]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- Brush -or- scrub -or- wipe[s] away -or- out -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- germs† -and/or- viruses‡ [commonly found in -or- on [your] toilet bowls]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- Brush -or- scrub -or- wipe[s] away -or- out -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] cold virus⁸ -and/or- flu virus⁷ -and/or- cold and flu viruses^{7, 8} [commonly found in -or- on [your] toilet bowls]
- Clean[s] [away -or- out -and/or- Kill[s] -or- Eliminate[s] -or- Destroy[s] -or- Remove[s] -or- Gets rid of [the] 99.9% of bacteria -and/or- viruses‡ [commonly found in -or- on toilet bowls]
- Cleans, disinfects, and sanitizes
- Cleans toilet bowl stains -and/or- soils -and/or- hard water deposits [and] disinfects
- Clean. Disinfect. Protect.
- Cleaner and disinfectant in one
- Cleaning and disinfecting effectiveness of Clorox®, so your toilet [bowl] is free of [soils] you can see and bacteria -and/or- viruses‡ you can't [see]
- Disinfectancy -or- Disinfectant [cleaner or formula]
- Disinfectant [cleaner]
- Disinfecting -or- Disinfectant [formula]
- Disinfects
- Disinfects and cleans [the] [your] toilet bowl [against *insert organism(s) from Organism Table*¹⁷]
- Disinfects and cleans [the] [your] toilet bowl [against bacteria[1]]
- Disinfects and deodorizes [by killing bacteria and the[ir] odors [they cause]]
- Disinfects [toilet bowl] surfaces
- Disinfectant [cleaner or formula] against Salmonella enterica^{9]} -and/or- Escherichia coli [(E. coli)]
- Disinfects nonporous [hard -and/or- solid] surfaces
- Disinfects [your] toilet bowl [surfaces] including killing [99.9% of] [harmful] germs† -and/or- bacteria -and/or- viruses‡
- Disinfects [your] toilet bowls killing [99.9% of] [harmful] germs† -and/or- bacteria -and/or- viruses‡
- [Does not just cover up -and/or- mask odors –] Eliminates -and/or- removes odors [caused by bacteria¹¹]
- [Easily -and/or- Effectively] [Contain[s] -or- Deliver[s] -and/or- Clean[s] -and/or- Disinfect[s] -and/or- Effective toilet bowl disinfectant -and/or- cleaner
- [Effective] Toilet bowl disinfectant -and/or- sanitizer [and cleaner]
- [Effective -and/or- Protect[s] [against -and/or- Fight[s] -and/or- Kill[s] viruses‡
- Eliminates odors caused by bacteria
- Escherichia coli [(E. coli)] are common [household] bacteria found in the toilet. This product kills these bacteria in the toilet.
- Germ-fighting formula
- Kills 99.9% of bacteria^{3]}
- Kills [99.9% of] bacteria¹¹ -and/or- viruses‡ -and/or- germs†
- Kills 99.9% of bacteria while it cleans
- Kills [99.9% of] Germs† [the First Time [Around] [, Every Time]]
- Kills 99.9% of germs† that cause cold and flu viruses^{7, 8}
- Kills 99.9% of [household] [odor-causing] bacteria [and leaves a fresh scent]
- Kill 99.9% of organisms¹¹ in the -or- your toilet bowl
- Kills 99.9% of Staphylococcus aureus [(Staph) -and/or- Klebsiella pneumoniae [(Kleb)]
- Kills [common -and/or- bathroom] bacteria: Salmonella enterica^{9]} -and/or- Escherichia coli [(E. coli)] [in 10 minutes]
- Kills [harmful] [household] bacteria -or- germs† -or- viruses‡ in toilets
- Kills [household] bacteria¹ -and/or- germs† -and/or- viruses‡ [while it cleans] [tough] [toilet bowl] stains -and/or- soils
- Kills [household] [odor-causing] bacteria¹¹ -and/or- viruses‡ -and/or- germs†
- [Kill[s] -or- Fight[s] -or- Remove[s] -or- Effective against] [the following] [organisms] on hard, nonporous surfaces:
 - [E. coli] (Escherichia coli)
 - Human Coronavirus
 - [The virus that causes the] [flu] virus (Influenza A Virus)
 - [The virus that causes the] [cold] virus (Rhinovirus [Type 37])
 - [Salmonella] (Salmonella enterica^{9]})
 - [Staph] (Staphylococcus aureus)
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses‡
- Kill[s] -or- Remove[s] -or- Effective against Human Coronavirus
- Kill[s] -or- Remove[s] -or- Effective against Influenza A Virus [the virus that causes the cold and flu]
- Kills [the] [common] cold -and/or- flu viruses^{7 -and/or- 8}
- Kills the viruses‡ that cause[s] [the] [common] colds -and/or- flu^{7 -and/or- 8}
- Kills [toilet bowl] bacteria on [washable] hard, nonporous surfaces

- Kills [toilet bowl] bacteria
- Leaves surfaces sanitary
- Leaves surfaces sanitized
- Sanitizes Staphylococcus aureus [(Staph)] -and/or- Klebsiella pneumoniae [(Kleb)]
- Sanitizes surfaces
- [The] Cleaning and disinfecting effectiveness [of Clorox®], so your toilet bowl is free of stains -and/or- soils -and/or- hard water deposits [you can see] and bacteria^[1] -and/or- viruses[‡] -and/or- germs[†] [you can't]
- The power of Clorox® to clean -and/or- disinfect [tough] toilet bowl grime -and/or- soils -and/or- stains
- [This product] Attacks -and/or- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes [toilet bowl] [bacteria¹] such as Escherichia coli [(E. coli)]
- [This product] Attacks -and/or- Kills -and/or- Eliminates -and/or- Destroys -and/or- Removes bacteria [Escherichia coli [(E. coli)] -and/or- Salmonella enterica^[9]] on hard, nonporous surfaces
- [This product] has the cleaning power -and/or- effectiveness of Clorox® to clean and disinfect
- [This product] has the power of Clorox® to clean tough toilet bowl stains -and/or- soils -and/or- hard water deposits and kill toilet bowl bacteria^[1] -and/or- viruses[‡] -and/or- germs[†]
- This product is a sanitizer
- Toilet bowl [cleaner -and/or- sanitizer]
- Toilet bowl disinfectant -and/or- cleaner

Emerging Viral Pathogen Claims

This product qualifies for emerging viral pathogen claims per the EPA's "Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels when used in accordance with the appropriate use directions for use indicated below".

Product name -or- this product meets the criteria to make claims against emerging pathogen claims from the following viral categories:

- Enveloped viruses
- Large non-enveloped viruses

<i>For an emerging viral pathogen that is a/an..</i>	<i>..follow the directions for use for the following organisms on the label:</i>
Enveloped virus	Rhinovirus Type 37
Large, non-enveloped virus	Rhinovirus Type 37

Product Name -or- this product has demonstrated effectiveness against viruses similar to **insert name of emerging virus** on hard, nonporous surfaces. Therefore, **product name** -or- this product can be used against **insert name of emerging virus** when used in accordance with the directions for use against Rhinovirus Type 37 on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Insert name of illness/outbreak is caused by **insert name of emerging virus**. **Product name** -or- this product kills similar viruses and therefore can be used against **insert name of emerging virus** when used in accordance with the directions for use against Rhinovirus Type 37 on hard, nonporous surfaces. Refer to the CDC -or- OIE website at **insert pathogen-specific website address** for additional information.

Organism Table

Disinfection	
Bacteria	ATCC and/or Strain
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Salmonella enterica ^[9] [(Salmonella)]	[ATCC 10708]
Escherichia coli [(E.coli)]	[ATCC 11229]
Viruses Enveloped	ATCC and/or Strain
‡Human Coronavirus	[ATCC VR-740] [Strain 229-E]
‡Influenza A Virus	[ATCC VR-544] [Strain Hong Kong]
Virus Small Non-Enveloped	ATCC and/or Strain
‡Rhinovirus [Type 37]	[ATCC VR-1147] [Strain 151-1]
Sanitization	
Bacteria	ATCC and/or Strain
Klebsiella pneumoniae [(Kleb)]	[ATCC 4352]
Staphylococcus aureus [(Staph)]	[ATCC 6538]

General/Miscellaneous Claims

- ____% [More Refills] free
- [**X number**] Disposable Cleaning Heads
- [**X number**] Refills
- [1 Box -or- Package of] **insert number** [Clorox] [ToiletWand] Refills = **insert number** Bottles [of] **insert number** [fl] oz [Toilet] [Cleaner]^{16, 14}
- [1 -or- One] [Clorox] ToiletWand[®] Replaces [Toilet] Brush + [Toilet] Cleaner^{16, 6}
- 1 [storage] hanger -or- hook -or- [wand] holder
- 2 -or- 3 [-]in[-]1 Scrubbers +/-and/or- Cleaners -or- Fresheners
- [3 in 1] Cleans[,] [&] [Deodorizes][,] [&] [Freshens]
- 4x [Powerful] Cleaning Action¹⁸
- 4[-]in[-]1¹⁸
- [10 ct] [Refills] Fits [perfectly] in the ToiletWand[®] Caddy!
- 65% More⁵
- A Better Way to Clean -or- [For] a better clean
- All-in-one system for easy toilet bowl cleaning
- Cleans -and/or- Scrubs [**insert number**% -and/or- X] Better^[14 -or- 10] [Than A Brush] [on Rust -and/or- Calcium -and/or- Lime -and/or- Hard Water -and/or- Toilet Ring -and/or- Stains]
- [Back to] College Must Have[!] -or- Essential
- Better cleaning within [easy] reach
- Bleach free
- Bonus! [Free Refills -or- __ Free Refills -or- __ Refills Free] [50% More Refills Free -or- Inside]
- [Bonus -or- Extra] Handle -or- Wand [Inside]
- Bonus [Pack]! __ % extra pads free -or- inside
- Bonus [Pack]! __ Extra pads inside! -or- __ More -or- Free Refills -or-Pads!
- Bonus! [Pack] [__ Refills Free]!
- Bonus [Pack]! 50 % extra pads free
- Bonus [Pack]! 50% More Refills Free -or- Inside
- Bonus [Pack]! Free Sample -or- Bonus! Get __ Pads Free
- Bonus [Pack]! __ More Refills -or- __ Free Refills!
- Bonus [Pack]! Get __ Pads Free -or- __ Extra Pads [inside]!
- Bonus! Products **insert product name(s)** inside!
- [Bonus] [storage] caddy -or- hanger -or- hook -or- [wand] holder inside!
- Bonus[!] [storage] hanger -or- hook -or- [wand] holder
- Bonus! This product inside!
- Bonus! Extra Handle Inside!
- Bonus [pack]
- Brighten[s] [your] toilet bowls
- Caddy provides convenient -and/or- sanitary storage
- Clean with the wave of a wand
- Cleaning power -and/or- effectiveness of Clorox[®], so your toilet [bowl] is free of [soils] you can see
- Cleans and deodorizes [toilet bowls]
- Cleans -and/or- deodorizes all washable -and/or- hard, nonporous surfaces
- Cleans -and/or- shines toilet bowls without [leaving] a [filmy] [sticky] residue
- [Cleans] **insert number up to 400%** -or- **4 X** Better [on rust -and/or- hard water -and/or- mold stains -and/or- mildew stains]¹⁵
- Cleans the -or- your toilet bowl fast [with the wave of a wand]
- Cleans [tough -and/or- toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Cleans without bleach[ing]
- Click -and/or- Ditch -and/or- toss [away] the [toilet] [brush] ick [each -and/or- every time] [every time]
- Click[, Swish] [Scrub] [and] [Clean] [and], Toss
- Clorox[®] Scentiva[®] -or- TM [Bathroom]
- Club [Bonus] Pack! __ free Refills -or- Pads
- Club [Bonus] Pack! [Includes] __ more Refills -or- pads
- Contains no bleach
- Contains [powerful] [, foaming] Clorox[®] cleaner
- Contains [product] [storage] hanger -or- hook -or- [wand] holder [for easy storage]
- Convenient and easy to use
- [Convenient] Wand & refill caddy
- Crisp CitrusTM -or- [®] [Scent -or- Fragrance]
- Cuts through [tough -and/or- toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Cuts through [tough] soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Deodorizes
- Deodorizes [washable] hard, nonporous surfaces
- Deodorizes [with] [and has] [a] [clean] [fresh] [scent]
- Designed for Optimal Reach
- Designed -or- engineered -or- built to clean hard-to-reach places[,] [like under the rim]
- Designed to clean, because [, clearly,] you [we] weren't
- Designed to clean [hard-to-reach places], [like] [under the rim]
- Designed to reach [hard-to-reach spaces], [like] [under the rim]
- Designed [to fit] -or- [for] the ToiletWand[®] Caddy!
- Disposable
- Disposable -and/or- [scrubby] pad -or- head loaded with Clorox[®] cleaner
- [Disposable -or- scrubbing] pads give you a clean -and/or- fresh start every time
- Disposable toilet cleaning system [that gets rid of your toilet brush]
- Dissolves -and/or- penetrates -and/or- breaks down [the toughest] toilet bowl soils -and/or- stains
- Double -or- Triple -or- **insert number up to 400%** -or- **4 X** [More] [Powerful] Scrubbing [Power] [Under the Rim] [in Hard-to-Reach Spaces -or- Areas]¹⁵
- Each [scrubbing] pad is pre-loaded -or- loaded with disinfecting -and/or- water-activated [Clorox[®]] cleaner
- Easily cleans the toughest soils -and/or- stains -and/or- hard water deposits
- Easily cleans tough toilet bowl soils -and/or- stains -and/or- hard water deposits [and leaves surfaces shiny]
- Easily removes tough toilet bowl soils -and/or- stains -and/or- hard water deposits
- Easy and convenient
- Easy -and/or- simple to use
- Easy Clean
- Easy Storage!

- Easy-to-use wand
- Economy size
- Eliminate -or- Get rid of -or- Throw away -or- Say Goodbye to [your] [drippy -and/or- dirty] toilet brush!
- Engineered -or- Designed [for a cleaner -or- better -or- faster way] to clean¹¹
- Extends your reach for those hard-to-clean areas
- Extra -or- Bonus Handle -or- Wand Inside[!]
- Fast [Strong] cleaning power
- [Flexible] Scrubber Conforms -or- Flexes [to Hard-to-Reach Spaces -or- Areas] [for Complete [Bowl] Coverage]⁵
- Flexible Scrubber for Complete [Bowl] Coverage
- Foaming cleaner in each [disposable] head
- For a cleaner toilet bowl
- For the Disposable Toilet Cleaning System -or- **insert ABN**
- For the purest clean in toilet [bowl] cleaning
- [For] use with the -or- these Clorox[®] ToiletWand[®] [family of] products. [Find them in the cleaning aisle -or- where[ever] you buy cleaning supplies]
- Free hanger -or- hook -or- [wand] holder included[!]
- Free [product] [-and/or- storage] hanger -or- hook -or- [wand] holder
- Free sample or refill!
- Fresh scent -or- fragrance
- Fresh Brazilian Blossoms [scent -or- fragrance]
- Freshens the -or- your toilet bowl
- Get ____ pads free
- Get it clean [and] [then] toss the ick
- Gets into hard-to-reach areas [like under the rim]
- Great for college [-and/or- [the -or- your] home]
- Has better [scrubbing] surface [contact] than a brush¹¹ -or- Cleans -and/or- works -and/or- removes soils [30%] better than a [Clorox[®]] [toilet] brush¹¹ -or- Cleans -and/or- removes [30%] more [soil] [than a [Clorox[®]] [toilet] brush]¹¹ -or- Cleans -or- Scrubs -and/or- gets under the rim [better than a [Clorox[®]] [toilet] brush]¹¹ -or- Covers more [surface] area [of the bowl] [than a [Clorox[®]] [toilet] brush]¹¹ -or- Gets into -or- goes to -or- conforms to -and/or- cleans hard to reach places better [than a [Clorox[®]] [toilet] brush]¹¹ -or- [Great] [Get it] clean [with] [in] less scrubbing¹¹
- Hawaiian Sunshine [scent -or- fragrance]
- Head specially designed in a hexagon shape for better reach under the rim²
- Heavy Duty [Cleaner -and/or- Scrubber]
- Helps keep the -or- your toilet bowl clean, clear, and free of odor
- Hexagon shape for better reach under the rim
- [Includes] [1] [Free] hanger -or- hook -or- [wand] holder[!]
- Includes 1 [product] [storage] hanger -or- hook -or- [wand] holder
- Includes 1 [storage] hanger -or- hook -or- [wand] holder
- Includes -or- Contains 1 Wand + -and/or- 1 Caddy + -and/or- 6 -or- 9 Refills
- **[Insert number up to 400% -or- 4 X]** [More] [Ultra Strength] Cleaning -or- Scrubbing [Power] -or- Powerful Cleaning [in One [Easy] Step -or- with Every -or- Each Swish -or- Wipe -or- Wave -or- Use -or- [Scrubbing] Pad]¹⁴
- **[Insert number up to 400% -or- 4 X]** Tougher -or- More -or- Maximum Power[ful] Against [the] [Tough[est]] Rust -and/or- Calcium -and/or- Lime -and/or- Hard Water -and/or- Stains -and/or- Toilet Ring¹⁴
- **[Insert number up to 400% -or- 4 X]** [Faster -or- Better] Rust, Calcium [, -and/or-] Lime [Stain] -or- Rust & Hard Water [Stain] -or- Stain -or- Toilet Ring -or- Soil -or- Dirt & Grime -or- Mold Stain & Mildew Stain Destroying -or- Dissolving -or- Cleaning Power¹⁵
- **[Insert number up to 400% -or- 4 X]** [Thick[er]¹⁰ -or- Textured] [for] [More] [Cleaning -and/or- Scrubbing] Power]
- **insert number between 2 and 16X** [Power[ful]] Cleaning Action¹⁸
- Institutional size
- **insert number** count -or- pack
- **[insert number]** [Disposable] [Clorox[®]] [Scrubbing] Pads
- **[insert number-in-1]** Starter Kit [Includes]:] **[insert number]** [[Toilet]wands -or- Handles **[insert number]** [Storage] Caddy -or- Container **[insert number]** [Disposable -and/or- Scrubbing] Pads [Which come] [pre-]loaded with [water-activated -and/or- powerful] [Clorox[®]] cleaner]
- Island Blossom[™] [Scent -or- Fragrance]
- It's from Clorox[®], so it's more than clean]
- It's from Clorox[®], so you know you can trust it]
- [Just] Click, Swish [Scrub] & Toss
- Keep -and/or- store your **this product** within reach
- Leaves a fresh, clean scent
- Leaves no residue -and/or- surfaces shiny
- Leaves toilet bowl [surfaces] [clean and] sanitary
- Less messy
- [Loaded -or- Pre-loaded with], [water-activated] [Clorox[®]] cleaner [that] kills 99.9% of germs
- Loaded with Clorox[®] cleaner
- Loaded with more cleaner¹²
- Look for [other] Clorox[®] ToiletWand[®] refills -or- products [in the cleaning aisle!] -or- [where[ever] you buy cleaning supplies]
- Makes cleaning easier
- Makes surfaces sparkle -and/or- sparkling clean
- New -and/or- improved [formula]
- Neutralizes odors
- No more bending and stretching
- No streaking or filming
- Non-abrasive
- Not harmful for most surfaces
- Nothing works faster on soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Nothing's tougher on tough soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- One tool cleans it all
- Original scent -or- fragrance[!]
- Pacific Breeze & Coconut [scent -or- fragrance]
- Patent pending
- [[Penetrates &] Removes -or- Destroys -or- Dissolves -or- Powers Through -or- Scrubs Away -or- Lifts Away -or- Cleans [Rust][,-and/or-] [Calcium][,-and/or-] [Lime][,-and/or-] [Hard Water][,-and/or-] [the] [Tough][est] Stains -and/or- Toilet Ring -and/or- Soils -and/or- Dirt & Grime -and/or- Mold Stains & Mildew Stains] **insert number up to 400% -or- 4 X** Faster¹⁵
- [Pre-]Loaded with Clorox[®] cleaner
- Porcelain-safe
- Powerful cleaner in each [disposable] head
- Powerful [scrubbing] pads destroy [tough] stains
- Powers through soils -and/or- stains -and/or- hard water deposits -and/or- rust stains

- Powers through [tough] [everyday] [toilet] stains -and/or- soils -and/or- grime
- Prevents hard water -and/or- toilet ring [build up]
- [Product] [storage] Hanger -or- Hook -or- [Wand] Holder
- [Protect[s]] [with] the trusted power of [Clorox®]
- Rainforest Rush™ [Scent -or- Fragrance]
- Reach[es] for a clean [, so you don't have to]
- Ready to Use
- [Ready to use] for a faster clean [no spraying or waiting]
- [Real] scrubbing power [that gets the job done]
- [Real] scrubbing power, [for a] [real] clean toilet
- Removes -and/or- Dissolves -and/or- Cuts -or- Powers Through -and/or- Eliminates [**insert number up to 400%** -or- **4 X**] [More] [of] [the][Tough[est]] Rust -and/or- Calcium -and/or- Lime -and/or- Hard Water -and/or- Stains -and/or- Toilet Ring¹⁴
- Removes everyday toilet stains -and/or- soils
- Removes odors
- Removes -or- Powers Through -or- Tough on [the] [Tough][est] [Rust, Calcium, [&] Lime] [Hard Water] Stains -but/and- Scratch Free [& Safe] on [Your] Porcelain Toilet Bowls
- Removes [the] [Tough][est] [Rust, Calcium, [&] Lime] [Stains] -or- Hard Water Stains
- Removes [tough -and/or- toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Removes tough [soils -and/or- stains -and/or- hard water deposits -and/or- rust stains] [in your toilet bowl]
- Safe for plumbing and septic systems
- Satisfaction guaranteed [or Your Money Back]
- Saves time
- Scrub -or- swish less, clean more⁴⁴
- Scrubs Spots Your [Toilet] Brush Misses⁵
- [Scrubs Under the Rim] -or- [Scrubs Spots Your [Toilet] Brush Misses] -or- [Reaches Tight Spaces [with Flexible Scrubber] [for Complete Coverage]
- Scrubbier Heads for a Better Clean!¹²
- Scrubbier² heads for a better clean
- Scrubbier Material¹²
- Scrubby Heads Designed for a Great Clean!
- Smells as Good as it Cleans
- Soils -and/or- stains -and/or- hard water deposits -and/or- rust stains melt away
- Start Fresh Every Time
- Starter kit
- Strong [cleaner]
- Store [your] this product not -or- without -or- the germ head!
- [Store your -or- this product.] Toss the [germy] [dirty] head!
- [Super] Value [Pack]!
- Swivel [cleaning] head conforms to [hard-to-reach] areas -or- toilet bowl surfaces -and/or- [like] under the rim
- [Swivel head] conforms to hard-to-reach areas [like under the rim]
- [Textured] -or- [Deep Cleaning] Micro-Scrubbers Power Through -or- Penetrate -or- Destroy -or- Dissolve -or- Lift Away -or- Scour Away [the] [Tough][est] Stains
- [The] All-in-one -or- Complete [toilet] [cleaning] system -or- kit
- [The] Cleaning power [of Clorox®], so your toilet bowl is free of stains -and/or- soils -and/or- hard water deposits [you can see]
- The cleaner -or- better -or- faster way to clean your toilet¹⁴
- The evolution of clean
- The no-mess toilet bowl cleaner
- [The] One Step [Toilet Bowl] Cleaner
- [The] total [Complete] Toilet Cleaning Solution
- The toilet bowl solution -or- cleaner
- [Thick[er]¹¹⁰ -and/or- Scrubby -and/or- Scrubbier¹¹⁰ -and/or- Textured] Pads [Clean[s] -or- Scrub[s] [**insert number up to 400%** -or- **4 X**] Better¹⁴] [Than a Brush] [for Better -or- Easy -or- Powerful Cleaning]
- This product caddy - Start fresh every time!
- This product [Complete] – Start fresh every time!
- [Thousands of -or- Millions of] [Loaded with] [Extra -and/or- Tough] Microscrubbers -or- Microabrasives -or- Scrubbing Pads [[to] Penetrate[s] -and/or- Dissolve[s] -and/or- Attack[s] -and/or- Power[s] Through -and/or- Clean[s] -and/or- Remove[s] [**insert number up to 400%** -or- **4 X**] [of] [More] [of] [the] [Tough[est]] Rust -and/or- Calcium -and/or- Lime -and/or- Hard Water -and/or- Stains -or- Messes]¹⁴
- ToiletWand® Handle Sold Separately
- Toss -or- throw away the ick -or- mess [every time]
- Tough on [toilet bowl -and/or- tough] stains -and/or- soils -and/or- hard water deposits -and/or- mineral deposits -and/or- rust stains [fast] [with the wave of a wand]
- Tough on soils -and/or- stains -and/or- hard water deposits -and/or- rust stains
- Trial size
- Tough[er]¹¹⁰ -and/or- Thick[er]¹¹⁰ -and/or- Strong[er]¹¹⁰ -and/or- [More] Durable¹¹⁰ -and/or- Textured -and/or- Scrubby -and/or- Scrubbier¹¹⁰ For Tough[er] -and/or- Stubborn -and/or- Messes -and/or- Soils -and/or- Rust -and/or- Calcium -and/or- Lime -and/or- Stains][!]
- Tuscan Lavender & Jasmine [scent -or- fragrance]
- Use [this product] on the following [washable] hard, nonporous surfaces¹³: **insert surface(s)** -and/or- **surface material(s) from Table 1**
- Value size -and/or- pack
- Variety -or- Combo -or- Multi[-] -or- Mixed -or- Scented -or- Scentiva Pack -or- Box
- VALUE!
- Wipes out stains -and/or- soils -and/or- rust stains in the toilet bowl
- [With] disposable scrubbing pads
- With Micro-Scrubbers
- Won't scratch toilet bowl
- Wow! No more dirty brush!
- www.Clorox.com
- [You can] see it clean -and/or- remove [toilet bowl] stains -and/or- soils -and/or- hard water deposits -and/or- rust stains [before your eyes]
- [You can] see stains -and/or- soils -and/or- hard water deposits -and/or- rust stains melt

Table 1 Surfaces/Surface Materials

- Bathroom -or- restroom surfaces
- Chrome
- Enamel
- Glazed ceramic [tiles]
- Metal surfaces in bathrooms -or- restrooms
- Porcelain
- Sinks
- Synthetic marble
- Toilet exteriors
- Urinal exteriors

Do not use on natural stone, brass or varnished wood; [for all other surfaces,] spot test [all other surfaces] in an inconspicuous area. **Must use one of the bracketed phrases in the preceding sentence.**

Not for use on cookware.

Footnotes

¹ Escherichia coli, Salmonella enterica^[9] and Staphylococcus aureus
² Compared to [the] original Clorox® ToiletWand® head
³ Staphylococcus aureus and Klebsiella pneumoniae
⁴ see graphic below
⁵ see graphic below
⁶ see graphic below
⁷ Influenza A Virus
⁸ Human Coronavirus and Rhinovirus [Type 37]
⁹ **tested as Salmonella choleraesuis**
¹⁰ vs. [Clorox®] [Disinfecting] ToiletWand Refills
¹¹ Kills 99.9% of bacteria; Organisms: Staphylococcus aureus, Klebsiella pneumoniae
¹² Compared to [the] original Clorox® ToiletWand® head
^μ based on lab test [with [Clorox®] manual toilet brush]
^[13] Not for use on floors. [Do not use on floors.] [Do not use to clean floors.] May cause slipperiness.
¹⁴ v[ersu]s[.] [a] [Toilet] Brush & Water -or- v[ersu]s[.] [a] [Toilet] Brush & [Clorox®] manual toilet bowl cleaner
¹⁵ v[ersu]s[.] -or- than a -or- [Your] [Toilet] Brush [Alone] [+]
 [Liquid] [Cleaner]
¹⁶ Clorox® Toilet Bowl Cleaner - with Bleach -and/or- Clorox® Toilet Bowl Cleaner-Tough Stain Remover -and/or- Clorox® Toilet Bowl Cleaner-Clinging Bleach Gel -and/or- **insert ABN(s)**
¹⁷ [Disinfects -and/or- Kills bacteria¹, viruses[‡] or germs[†]]

¹⁸ insert any 4 -or- up to 16 of the following claims

- Brighten[s] [your] [toilet bowls]
 - Deodorizes [with -and/or- and has] [a clean] [fresh] [scent]
 - Disinfects
 - Flexes [to Hard-to-Reach Spaces -or- Areas] [for Complete [Bowl] Coverage]
 - Freshen[s] [the -or- your] [toilet bowls]
 - Kills 99.9% of Germs[†]
 - Neutralizes -and/or- Removes odors
 - Prevents hard water -and/or- toilet ring [build up]
 - Removes -and/or- Dissolves -and/or- Cuts -and/or- Powers Through -and/or- Eliminates [**Insert number**% -and/or- **X**] [More] [of] [^μ -or- ¹⁰] [the] [Tough][est] Rust -and/or- Calcium -and/or- Lime] -and/or- Hard Water -and/or- Stains -and/or- Toilet Ring
 - Removes Stains
 - [Scrubs [Under the Rim]] -or- [Scrubs Spots Your [Toilet] Brush Misses] -or- [Reaches Tight Spaces [with Flexible Scrubber] [for Complete [Bowl] Coverage]]
 - Textured -and/or- Scrubby -and/or- Scrubbier^μ For Tough[er] -and/or- Stubborn -and/or- Messes -and/or- Soils -and/or- Rust -and/or- Calcium -and/or- Lime -and/or- Stains Textured [for [More] [Cleaning -and/or- Scrubbing] Power]
- § Compared to Clorox® Disinfecting ToiletWand Refills 6 c[oun]t
 † Salmonella enterica^[9], Staphylococcus aureus, **plus viruses listed in footnotes 7 and 8 above**
 [‡ Viruses]

